

INVESTMENT PITCH PREP

Webinar

PitchDecks.com Investor Relations Agency



FAMILY OFFICE CLUB

Disclaimer

Please do not use any advice within this presentation or any other without first consulting with your compliance officer or legal counsel.





PitchDecks
BY FAMILY OFFICE CLUB

CALL OR SET AN APPOINTMENT
WITH OUR PITCH DECK DIRECTOR TODAY
Andres@FamilyOffices.com

Are Your Materials Hurting Your Capital Raise?

02 | ELEVATOR PITCH

We take your target investor focus, your position against competitors, and help craft a crystal clear one-liner on why investors should take your call or meeting.

04 | PITCH DECK

We follow our proven process to produce a 12 page pitch deck which helps de-risk the decision to invest with your story, your unique value-add process shown visually, tangible evidence of credibility, and an overview of your leadership team.

06 | ONE-PAGER

This condensed overview of your offering is critical and often missed, it helps give investors a 10,000 foot view of your offer.



01 | INVESTOR POSITIONING

Before engaging: complete a survey and we schedule an on-boarding phone call to review your priorities, timeline, investor targets, investor objections, and key points of differentiation.

03 | BRAND DEVELOPMENT

Our team takes your target investor set and positioning into consideration to drive home what matters most with your logo and branding.

05 | WEBSITE

Using raw materials created while crafting your pitch deck we will create your SEO optimized website and social media channels.

07 | INVESTOR CONNECTIONS

We help you connect with more investors through our platform of 24 live events per year, quarterly review & analysis of your capital raising progress, capital raising certification program, capital raising book, and investor directories.

YOUR INVESTOR RELATIONS MARKETING AGENCY

Our team has produced over 200 assets with a laser focus on those who are raising capital. Get a more simple production of every investor relations marketing material piece you need, in less time, at a lower cost. While other graphic designers could piece together parts of the puzzle and do their best to follow your instructions, most have no experience raising capital or working with investors on daily basis. Our team is fully equipped to provide insights on how to de-risk your investment proposition, advise you on the right use of words to attract investors, and ensure you don't sound like everyone else in the investment marketplace.

12

Year View of the Forest

Who is raising \$1M vs. \$100M

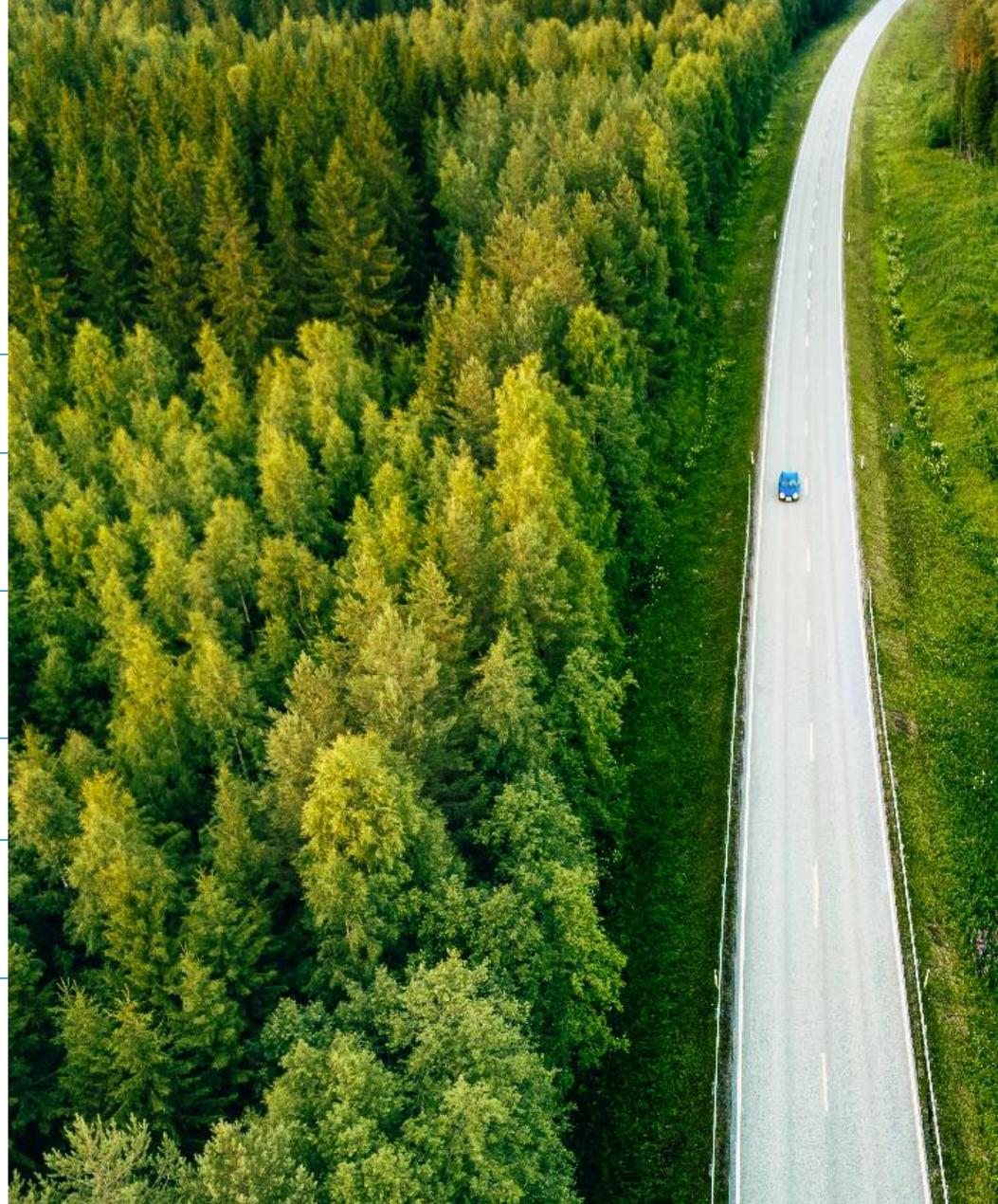
What does everyone who raises \$25M+ a year have in common?

Why do some firms seem to “have it” and you can sense it immediately?

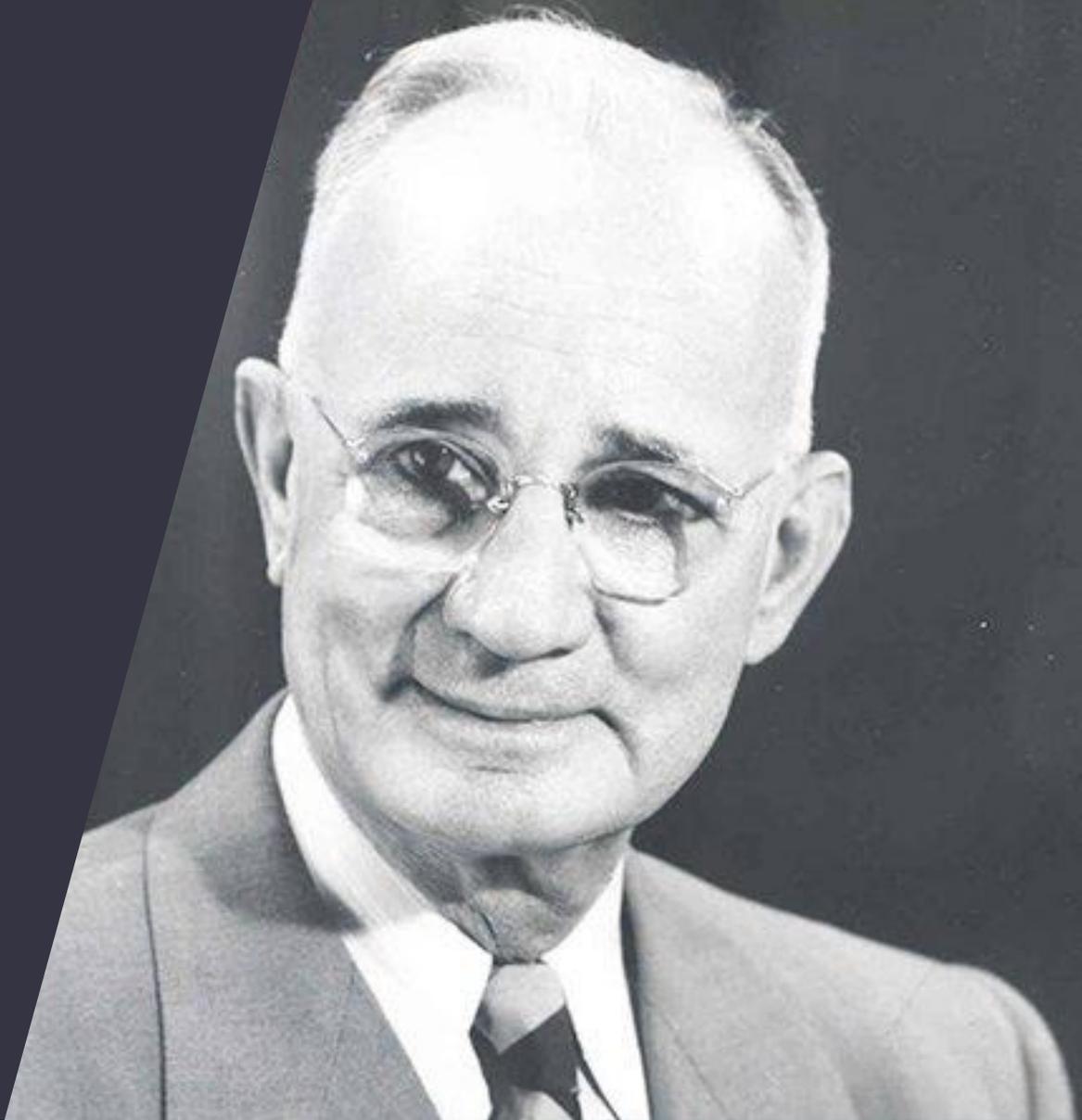
Why do some not deserve to raise any capital?

What do investors complain about and ask for 100’s of times a year from our stage?

After 110 live events, 257 pitch deck reviews, and 200 assets created, what are the insights and golden threads?



Specialized Knowledge





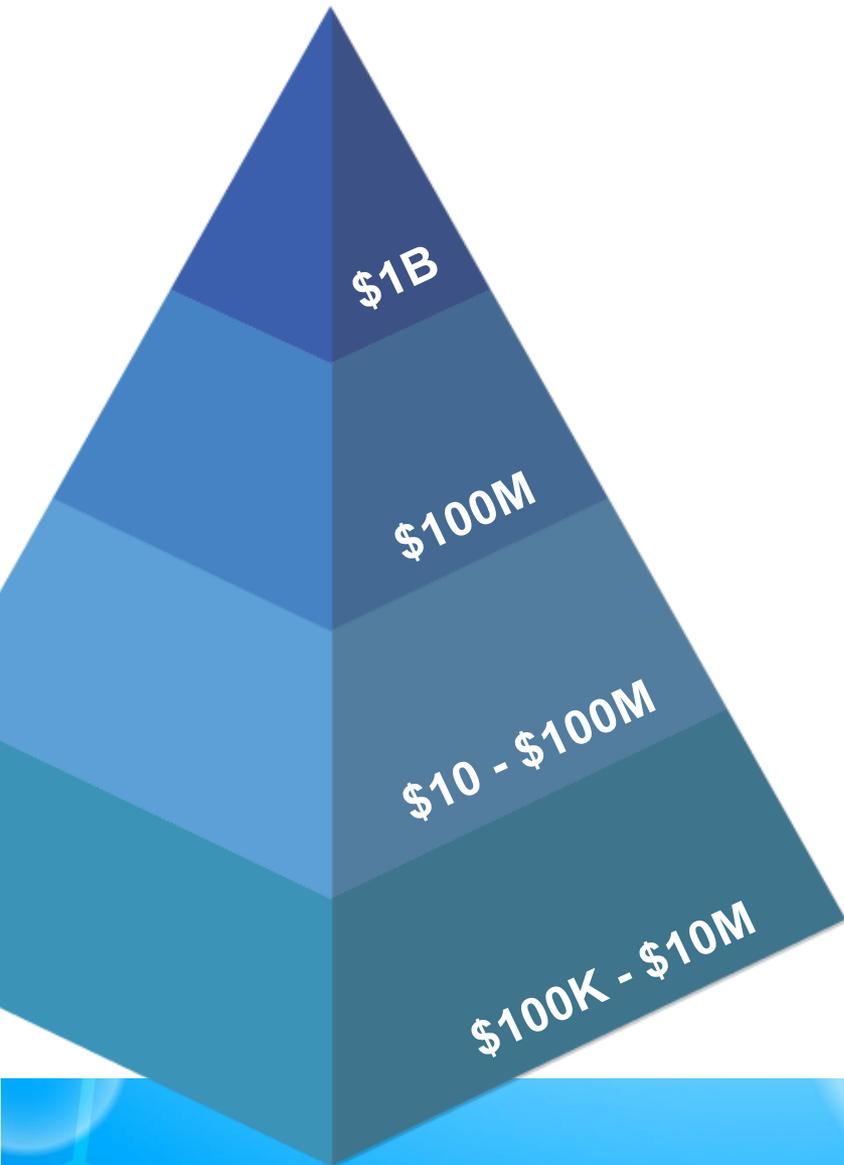
Create Unfair Advantage

Positioning Foundation for Marketing & Pitch Materials

Powerful positioning makes your marketing & pitch materials more effective, unique, and valuable to the prospects receiving them.



Investor Pyramid



\$1B: Institutional Investors: Family Offices, Insurance Plans, Pension Funds, Endowments, Foundations, UHNWs

\$100M+ Institutional: Entry-Level institutional options, family offices, HNW wealth management firms, HNW individuals, friends and family may still play a part. Some institutional investors may require \$250M or even \$500M before looking at your fund.

\$10M-\$100M Emerging: 7% of institutional investors, 3% of institutional consultants, small to medium sized wealth management firms, friends and family, HNW, seeders, and 10% of family offices.

\$100K-\$10M Startup: Friends and family, small wealth management firms, and seeders.



Investor Avatar is Required



WHAT

An Investor Avatar is a complete picture of exactly who your targeted investor is, what they need, worry about, fear, and act on.

WHY

Develop relationships with people not companies. We speak with people, not to companies. Most marketing speaks to “customers” instead of individuals.

Prescription APPROACH

Focus more on your avatar than any of your competitors, describe their problem better than they can, doctor approach.





Generic Positioning





Tightly Define Your Sandbox

Appeal to a Specific Pain or Need

- Wow, I didn't know there was a _____ just for people like me.
- Excellent, that is the top issue that we are facing when investing in _____.
- How can I get access to _____, we are looking to make a decision on this right now.
- Physicians Example

Target Audience



Crystal Clear Advantage

2,000+ pitches a year.

86% of investors won't invest in something they don't understand.

Half of all "passes" on a strategy are due to educational barriers.

Geographical & Sandbox Family Focus.
Families are fee-sensitive.



In a one sentence maximum describe the crystal clear advantage of investing with you to someone you don't know.





Positioning Spectrum

Level 1:

Your brand & 1 Liner Hurt Your Position

Level 2:

Your brand & position neither help or hurt your position

Level 3:

Your brand & one-liner clearly identify what you do

Level 4:

Your brand & one-liner are compelling and are sweating for you every time they are seen



15 Pitch Material Components

A review of each foundational piece of pitch material that is essential to raising capital, to see which of the 15 you should put together next.



Pitch Process Points

1

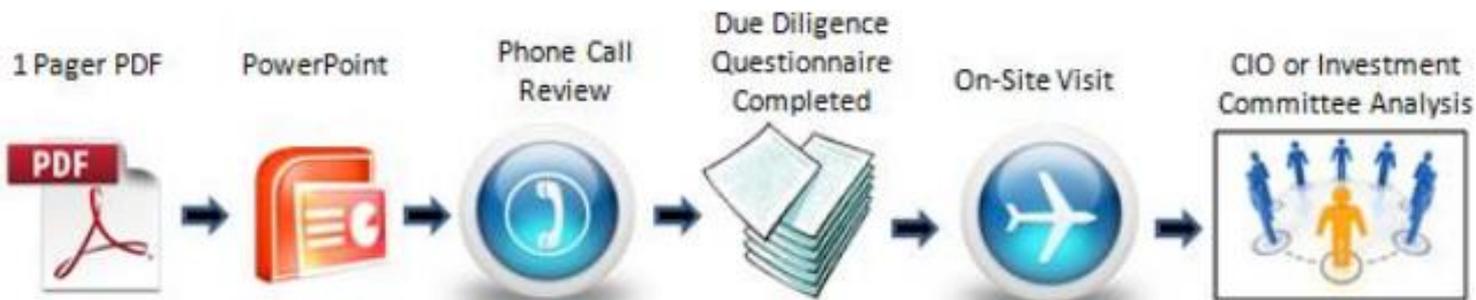
Unique to investor & industry

2

Small investors won't require DDQs, institutional investors will

3

Attention
+
Unique Compelling Offer
+
De-Risking
+
Due Diligence
+
Conviction



Level 4: Brand Name & Logo

- Not only what you do but why they should work with you?
 - Most compelling feature or component driven home with the imagery
 - Institutional quality, 100% professional, polished, serious venture feeling
-

Common Mistakes

- Using their last name
 - Something that means something to them and nobody else
 - Greek god approach
 - Confusing branding
 - It is too late, the market knows us as “X”
 - No image as a shortcut
-



\$10B in AUM, 8 year-old firm re-branded from HPM Partners to Cerity Partners over the last 3 months.



Before



After





Level 4: One Liner

- Tangible + Compelling + Unique +
- Verifiable + Crisp
- Relevant in context of your competitors, the marketplace, and your investor avatar

Common Mistakes



- One-Liner – in paragraph form
- Best in class, high returns, risk adjusted, very experienced, excellent team – all mean nothing
- Not having one at all
- Bad branding puts all the pressure on the one-liner



One-Liner Before & After

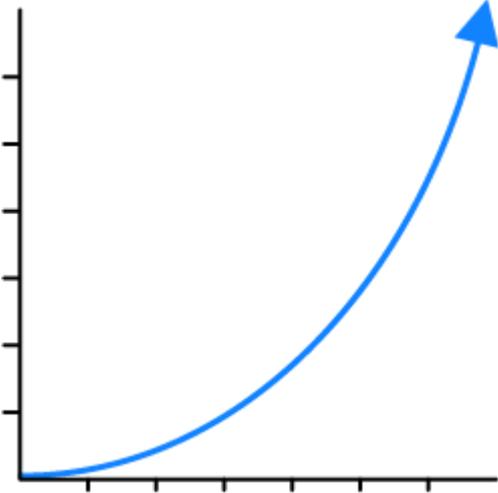


A non-invasive stem cell delivery system using proprietary proteins to repair damaged hearts

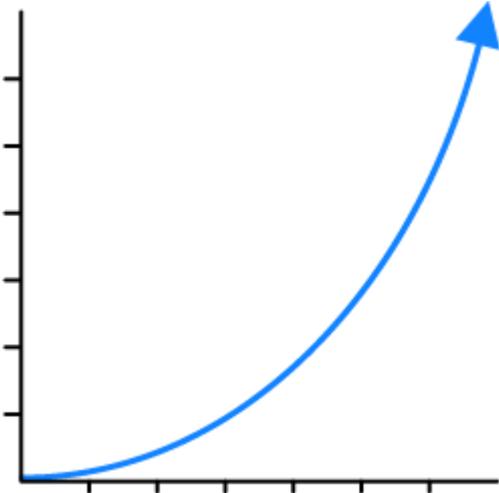


Navigating the 3 Trust Curves

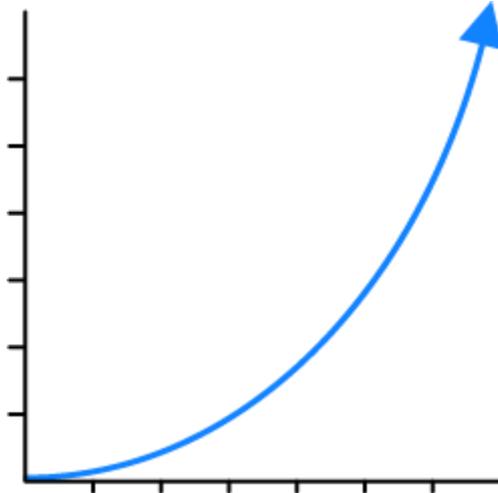
Leadership



Industry



Opportunity



Pitch Deck Components

1. Cover – 1 liner
2. How the industry works
3. The problem or straight to your solution/value-add in the space
4. Your unique value process diagram
5. Details of the opportunity
6. Portfolio construction, risk management, deal origination or strategies applied
7. Case studies & investment examples
8. Team bios – I would move these forward the more superior they are
9. Timeline diagram & track record details
10. Structure, terms & fees
11. Final page: contact details



Pitch Deck Insights

- Would you make your pitch in sweat pants or a stained shirt? “more serious” principle
- Impute value – think of top objections and 2-3 compelling reasons to invest – drive those home
- 10-20 iterations may be needed at least
- Use icons, images, processes, & diagrams, 1,000 words in an image

Common Mistakes

- No page numbers
- No one-liners
- No team photos
- Dense painful text
- Too long – many are 29 pages with section slides + 1 bio per slide, make it concise
- Bad formatting, blocky images, and no theme applied – rushed & careless
- Hurtful visuals – age of stock image pros
- Not tangible enough – show the assets

One-Pager Insights

- One-liner at top, not your brand name if your brand is not sweating for you
- Full contact details included
- Icons, symbols, visuals, your unique value add process
- Confusing space? How it works diagram near the top and critical
- Headshots of top executive(s) and title if not short bio if just 1-2 professionals
- Pitch Deck – in a page

FOCUS

Maximum clarity

a center of interest or a close attention, concentration can be clearly apprehended
Focal point or principle

Common Mistakes

- Making it 2-5 pages long, keep it one page, one sided ideally
- Not addressing top objections
- Not passing 1 minute scan rule
- Failing to design it at all – bad formatting, colors, and hard to read



One Pager



JMG Capital Investments, LLC

Our value-add approach over 13 years acquiring apartment buildings, with over 4,000+ units provides investors with consistent returns.

INVESTING

Right now we own 16 multifamily buildings with 2,100 total doors under management and we are adding well over 1,000 doors a year to the portfolio with our over 70 current investors. We are looking for apartment buildings that are based in the state of Indiana, are cash flowing, and available for change of ownership. We do not invest in development and construction due to financing risks, economic cycle risks, and timeline to start sending dividends to our investors.

Our current investor base is made up of business owners, angel investors, medical professionals, family offices, and wealth management professionals. Since we only buy one asset type, apartment buildings, in one geographical location (Indiana), we have a predictable process for acquiring, renovating, and raising the value of our properties so our investors can receive their consistent dividend payments each quarter while properties have the chance to grow in value.

MEET OUR TEAM



MICHAEL JAMES
President

Michael has been active in various fields throughout the 30+ year career, currently he has been dedicated to Real Estate Brokerage and Multi-Family Investment Property Acquisition, Rehabilitation and Management. His self-motivation, leadership, and initiative has allowed Michael to advance to becoming the managing partner of about 80 real estate agents in California to beginning his own company in 1999, managing multifamily apartments where he managed contracts, leasing, and projects.

James Management Group in Indiana has over 4,000 units

- 16 multifamily buildings
- 2,100 total doors under management
- 1,200+ doors a year



A non-invasive stem cell delivery system using proprietary proteins to repair damaged hearts

TARGACELL

COMPANY OVERVIEW
TargaCell Corporation is a Chicago-based biotech startup firm dedicated to repairing damaged hearts, improving their function and quality of life for people with heart disease.

WHAT IS TARGACELL?
TargaCell is a stem cell delivery company that can deliver 10X more stem cells to the heart and retain them there to dramatically improve the repair of damaged heart tissue resulting from a heart attack.

WHAT DOES TARGACELL'S TECHNOLOGY FIX?
Deliver and retain 10x more stem cells using proprietary proteins to enhance repair of heart damage

CURRENT METHODS
Deliver 100 few stem cells to the heart and too few stem cells stay long enough to make repair efficient & restore heart function

TARGACELL'S SOLUTION
Deliver and retain 10x more stem cells using proprietary proteins to enhance repair of heart damage

WHAT WE DO
Universal Delivery Technology

Safe & Efficient

Delivery & Retention

TargaCell can provide delivery of all major types of stem cells used in heart repair using our proprietary proteins

We will provide a safe, efficient intravenous stem cell delivery without anesthesia or cardiac catheter

We deliver and retain these stem cells in the heart to expedite repair of damage and restore function

THE TEAM

- Catherine A. Phillips, PhD, CEO/CSO
- Robin McWharter, Chief Research Operations & Facilities
- Mark F. Pittenger, PhD, World Class Stem Cell Expert
- Matthew Raymond, PhD, MHA, VP Sales & Development
- Frank G. Lamb, JD, General Counsel
- David Ellison, CPA
- Robin McWharter, PhD, Pathology & Toxicology
- Susan Bak-Karl, DVM, PhD, Pathology & Toxicology

TARGACELL BUSINESS MODEL KEY PARTNERS

- STEM CELL COMPANIES
- RESEARCHERS
- HOSPITALS & CLINICS
- CARDIOLOGISTS
- GOVERNMENT PROGRAMS
- 3RD PARTY PROVIDERS

CARDIOVASCULAR REGENERATIVE MEDICINE 15% OF THE MARKET

\$227 Million 2019 | \$706 Million 2023

TargaCell's projected initial market opportunity for heart repair is \$250 Million+

INVESTMENT TERMS

Current capital raise: \$3 Million

Post funding valuation: \$4 Million

Minimum investment: \$50,000

CONTACT US
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806.433.0796

<http://targacell.kinstacloud/>



PROVIDING INVESTORS MONTHLY CASH FLOW FROM COLLATERALIZED EQUIPMENT LEASING CONTRACTS

WHAT IS EQUIPMENT LEASING?
Obtaining the use of machinery, vehicles or other equipment on a rental basis. This avoids the need to invest capital in equipment. Ownership rests in the financial institution or leasing company, while the business has the actual use of it.

MEET OUR TEAM



SCOTT COHEN

Scott Cohen has been in financial services for over 30 years. Whether it's small and mid-sized private sector companies, private equity investments, hedge funds, and investment and state-run agencies, he has the volume and infrastructure in the alternative financial services industry. Scott earned his way to being the founder and CEO of Collateralized Income Investments through the mortgage banking industry. He has been in the mortgage banking business since 1992 and in 2007, Scott founded the first mortgage banking process, by providing mortgage products for the AIA Mortgage Origination.

WHY COLLATERALIZED INCOME?
Collateralized income lends essential industrial machinery to successful American companies.

WE OFFER INVESTMENT PACKETS ON A CASE BY CASE BASIS, AND WILL TAILOR INVESTMENT OPPORTUNITIES DIRECTLY TO THE SPECIFIC NEEDS OF THE INVESTOR.

RATHER THAN ACTING AS THE BANK, WE DIVERSE PROFITS WITH INVESTORS AT 7.5% ROI WITH CASH FLOW

DEFAULT REMEDY

In a rare instance of lease default, we've implemented a lease contract's lessor mitigation strategy. Each lease contractible, default remedy is part of the lease contract and the foreclosure process is an additional benefit. Each transaction is capital reserves equivalent with six months of cash flow payments. The default period allows the lessor time to market the collateral for a contiguous lessee.

In case a replacement lessee is not achieved in the default period, then lease payments is required for more than an ample time to allow a successor lessee, thus continuing investor cash flow payments for the duration of the investment.

CONTACT

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MICHAEL ROBERTS

Michael Roberts has been leading RDR industries since the 1990s. With emphasis on the western regions, Michael has built and sold various RDR and RDR companies. Michael's keen eye for industry trends has allowed him to identify potential when market conditions have changed a business home security systems. Quality being a ground to profit with a company, quality service, company decided that the security company in the western region would be an entirely different one. He researched and conducted an extensive market study of RDR of residential performance and now the western industry financial services. Michael has the experience and ability to manufacture and sell the products of RDR in the western region. He has the ability to manage the RDR in the U.S. and the success of many RDR corporations.



FAMILY OFFICE CLUB

One-Pager / Teaser Before & After



Executive Overview

TargaCell is a stem cell delivery company that can deliver 10X more stem cells to the heart and have them retained to dramatically improve the repair of damaged heart tissue resulting from a heart attack.

Our technology guides or directs adult stem cells to the heart by blocking other sites in the body where stem cells can be trapped. This is done by a simple intravenous infusion of our product, followed by a simple infusion of the stem cells, in stark contrast to the current invasive, catheter-based injection, which forces stem cells into the heart wall under pressure. Removing the needle causes these cells to "wash out" of the heart into the bloodstream immediately.

Our vision is to become the premier stem cell delivery company for heart repair in the regenerative medicine space because we can:

- deliver all major types of stem cells used in heart repair — universal delivery technology;
- provide a safe, efficient intravenous, stem cell delivery, without anesthesia or cardiac catheter
- deliver and retain of these stem cells in the heart to expedite repair of damage and restore function to improve quality of life

Our technology is ideal for outpatient clinical therapy, especially for those who are too sick for more invasive procedures, such as surgical intervention, like a cardiac bypass, or cardiac catheter intervention. (e.g., those who have severe heart or lung disease or diabetes).

TargaCell's stem-cell-directing proteins are rapidly cleared from the body making it possible to treat heart patients more often, perhaps once or twice per week, to accelerate heart repair, or provide a "tune-up" after a few weeks or months, if needed.

The introduction of TargaCell's valued-added technology into the regenerative medicine space could enable stem cell therapies to reach their predicted and expected full potential as a useful clinical treatment to repair damaged tissue and restore normal physiological heart function and quality of life.



TARGACELL

A non-invasive stem cell delivery system using proprietary proteins to repair damaged hearts

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CURRENT METHODS

Deliver TOO few stem cells to the heart and too few stem cells stay long enough to make repair efficient & restore heart function

TARGACELL'S SOLUTION

Deliver and retain 10x more stem cells using proprietary proteins to enhance repair of heart damage

WHAT WE DO



TargaCell can provide delivery of all major types of stem cells used in heart repair using our proprietary proteins



We will provide a safe, efficient intravenous, stem cell delivery, without anesthesia or cardiac catheter



We deliver and retain these stem cells in the heart to expedite repair of damage and restore function

THE TEAM



Catherine A. Phillips
PHD, CEO/CSO



Robin McWherter
Chief, Research
Operations & Facilities



Mark F Pittenger, PhD
World Class Stem
Cell Expert



Matthew Raymond
PHD, MBA
VP Business Development



Patrick D. Lamb, JD
General Counsel



David Ellison, CPA
CFO



Susan Bell-Kell, DVM, PhD
Pathology & Toxicology

CONTACT US

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TARGACELL BUSINESS MODEL KEY PARTNERS

RESEARCHERS

STEM CELL
COMPANIES

CARDIOLOGISTS

HOSPITALS &
CLINICS
Licensing for sales
& distribution

GOVERNMENT
PROGRAMS

3RD PARTY
PAYERS

CARDIOVASCULAR REGENERATIVE MEDICINE 15% OF THE MARKET

\$227 Million
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\$6 Million

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FAMILY OFFICE CLUB

One-Pager / Teaser Before & After



NATIONAL PLATFORM OPPORTUNITY



3Com Office



World Kitchen DC



USG HQ



CEP HQ

ALLIANCE NATIONAL OFFICE EXPANSION
 Alliance is expanding its National Brokerage Office Program by providing an opportunity for Commercial Private Operators and regional brokerage firms to join the Alliance national platform in markets nationwide offering full US coverage aside other International working relationships currently in Canada, Mexico, Puerto Rico and London.

Working with the Alliance platform creates opportunities with corporate and institutional clients expanding coverage to attract a larger client-base in respective marketplaces, sub-markets and MSAs. Alliance promotes a teaming philosophy, enabling additional service competencies required by End-Users (EUs), Institutional clientele and governmental agencies.

STRATEGY

- Provide a bureaucracy-free corporate real estate services company with greater reach
- Unified platform case-work competencies in core SICs and select DIP, CORR and CSG practices
- Recruit independent firms that are strong performers in their respective market places

BENEFITS OF THE ALLIANCE NATIONAL PLATFORM

- National transaction management and corporate services retention qualification
- Increased revenues via expanded work-product, sf size and valuation
- Alliance office referral work product
- National branding
- Cost-sharing of platform marketing and data expenses
- Presentation and proposal strategies with extensive document libraries
- Advertising and media benefits
- Improved recruiting as senior CRE representatives understand the national platform benefits
- Attract greater headcount resulting in an expanded clientele
- Toll-free conference line for special projects and monthly inter-company strategy conferences

"It was very easy for me to make a decision, because our plan was to be aligned with an organization that provides a National Platform. But the different offices do indeed work together, sharing contacts and expertise and helping each other with clients' projects outside of their own markets."

*Brian Buell
Director, Dallas Office*

The Chicago office is set on doing deals of at least 100,000 square feet. A market the size of Chicago can sustain that kind of activity and takes on only four to five projects at a time. A retainer and pledge of exclusive assignment is a trade-off for the team's focus. That's our gamble. But the client appreciates that more than anyone."

*Alan Shaw
COO, Chicago Office*

"It's really beneficial if you have an interest in going after large-scale build-to-suit. It is a large-scale brain trust that helps us operate more effectively in our market. You can't do that from a local shop."

*Robert Combo
Director, Miami Office*

For more information visit www.AllianceCREAdvisors.com or call 312.624.9614

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ALLIANCE TRANSACTION MANAGEMENT "ATM"

TRUSTED BY MANY IN US, CHI MSA & SE O'HARE MARKET



8,971 Large Capitalized Trades \$1m - \$1b+



End user (EU), Corporate, private, public, Institutional clientele



Fixed Asset, Debt, Equity, Alternative Assets



TeamOne Members Chicago, Los Angeles, Indianapolis, New York - worldwide

Multiple Asset Class and MSA — TeamOne has executed. Contact the team and ask about the Advanced Trade Process.

Christopher Jane, Esq. serves as **Senior Director, Corporate and Institutional Services** of Alliance with extensive broker and legal experience. Former Partner at Dilbert Real Estate Services, CRE Broker at Island Real Estate Group, Financial Services Associate at Rabjohn Group and Financial Professional Associate at Prudential Financial. BS in Accounting, Finance from Indiana University; JD from Indiana University School of Law.

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Paul Samak serves as **CFO** for Alliance. Mr. Samak is a broadly experienced CFO for public and private global companies. Former Executive Partner, PCS Consulting, President, CFO with CellStar Corp., Spectranetics Corp., Nash Engineering Corp., Allwood, Inc. BS from Northern Illinois University School of Business; also holds a CPA.

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Bret Broadbent serves as **Managing Member and GP** of Alliance with 25+ years of real estate principal and services experience. Former President, CBRE, KOL, Capital Markets and Worldwide revenue Lead CIL, IREG, CBRE, ARG, Alliance Cos, PkD Finance UC Boulder, Roosevelt University, Chicago, IL.

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AIG Com - 3.42m sf CHI MSA



Eko | World Kitchen 700,200 sf CHI MSA



Died Corp. 812,700 sf St. Louis MSA



AT&T Dist. 996,259 sf CHI MSA



ACI 686,311 sf CHI MSA



Alap 1,090m sf CHI MSA



Bell Foster Glass 786,312 sf CHI MSA



Center 386,401sf Tyler, TX



Intl. Multifoods 256,421sf CHI MSA



Masco 201,304 sf CHI MSA

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Website & Social Media Insights

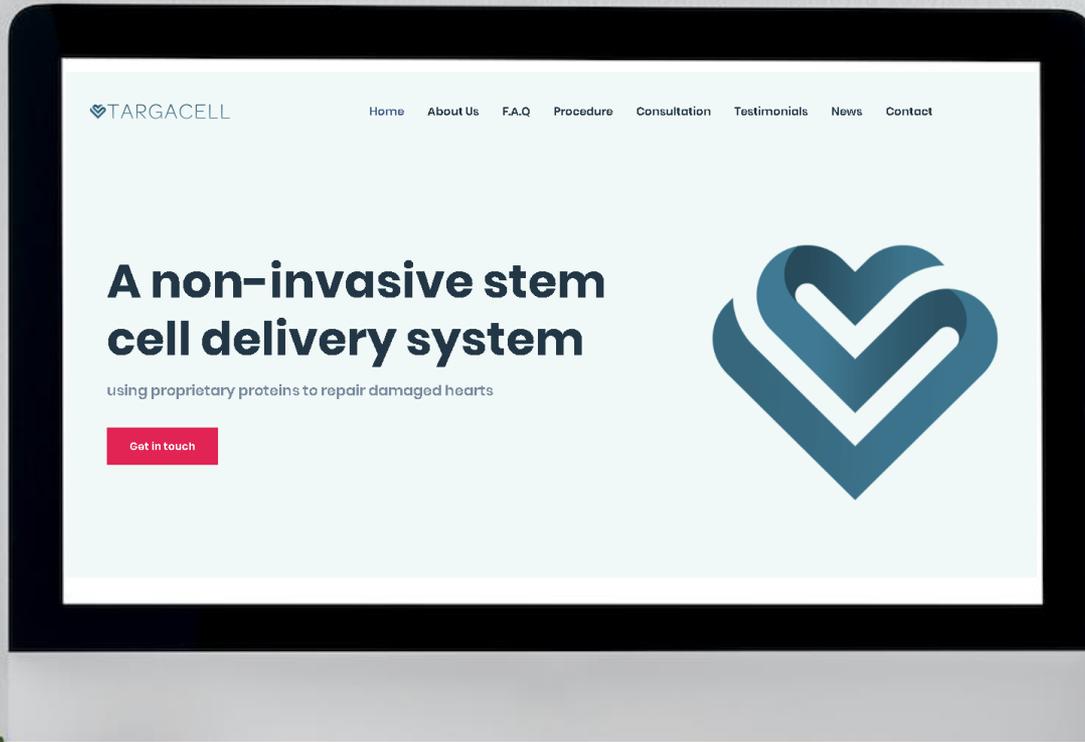
- 4 Areas: LinkedIn, Facebook, Podcasting & YouTube
- Outsource – get help and make it Record, Save, Done
- Do not have a free website badge at the bottom
- Live Chat
- SEO optimize the website and your social media profiles and company pages
- Whiteboard explainer video + educational videos
- Phone number at the top, maximize engagement
- Email Opt-in – Gather leads
- Website should serve them – not all about you



Common Mistakes

- Copyright year is out of date
- Poorly designed, outdated, no team members shown, no unique process, no one-liner
- “Not allowed to have a website”





Website & Social Media



Data Room Insights

- Organize it very clearly & cleanly
- Be as transparent as possible
- NDA/NC signed by those who view it is best
- Simple Dropbox works for most investors, no need to spend extra although for some security may be needed at higher level
- Consider various data rooms for different types of investors or deals



Common Mistakes

- Holding back information
- Not having a complete set of details so investors have to ask for 12 things
- A mess of files that nobody can navigate, not helpful



Bonus Pitch Materials

- 1 Whiteboard Explainer Video
- 2 Audio Interview or Recorded Speech Pitch
- 3 Documentary, Recorded Investor Interviews, TV quality on-site professional videographer piece
- 4 Shock & Awe Package
- 5 Regulatory Required Offering Documents



WHY COLLATERALIZED INCOME?



Collateralized Income lends essential industrial machinery to successful American companies.



We offer investment packets on a case by case basis, and will tailor investment opportunities directly to the specific needs of the investor.

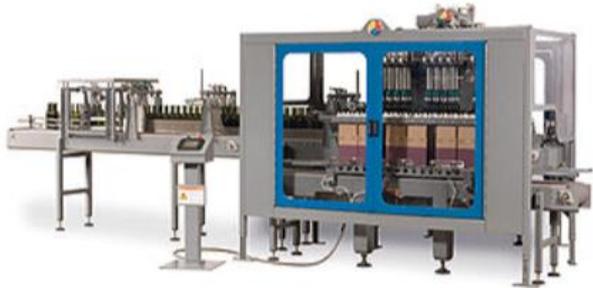
**RATHER THAN ACTING AS
THE BANK, WE SHARE
PROFITS WITH INVESTORS AT**

**7.5% ROI
WITH CASH FLOW**



CASE STUDY 03

Privately owned and operated US dairy and yogurt processing & packaging company leasing a robotic palletizing system for its automated efficiency packaging line.



- ✓ Client leased \$1,600,000 in efficiency line equipment
- ✓ Company seeks an operational lease for 36-months
- ✓ A+ (lowest risk) business credit D&B
- ✓ 15-year usability of equipment
- ✓ Deal structuring is 20 days upon initial credit pull
- ✓ 150-day manufacturing and installation of equipment
- ✓ Deal sourced by sales force

THE OPPORTUNITY

An Opportunity for a 50-year-old large privately owned and operated dairy processing and packaging company, to automate its production line, while increasing efficiency by 40%.

- Equipment has 70% residual value @36 months end of lease
- In case of default, company forfeits security deposit of 20% of lease contract
- Total lease payments are at 78% of MSRP
- Company capital reserves consists of \$165M
- Extended maintenance contract covering 36-month lease paid at closing

THE BENEFITS TO THE INVESTOR

7.500% ROI
36 month

\$1,254,800
cash flow income

\$705,200
balloon payment

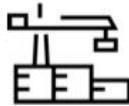


Executive Overview

Harlem Real Estate Holding seeks to invest in rent regulated and free market multifamily buildings throughout Harlem. Our goal is to provide investors and partners with appropriate risk adjusted returns by repositioning distressed and inefficient assets into stabilized properties.



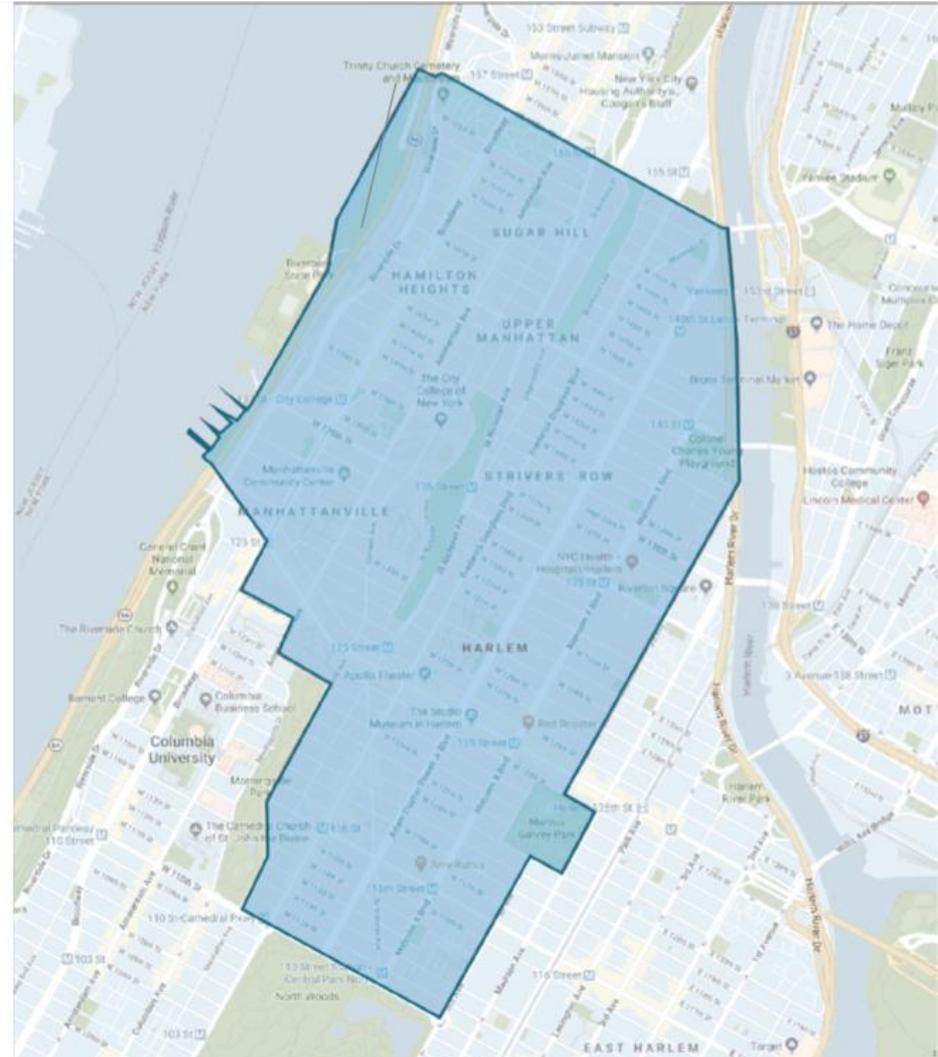
Focus on pre-war age buildings with significant deferred maintenance



Vertically integrated business model with significant value-addition



35 years of local experience



FAMILY OFFICE CLUB

Our Leadership

Abner Figueroa

Abner Figueroa is the principal of Harlem Real Estate Holdings, LLC a boutique real estate private equity firm focused on acquiring and repositioning value-added multi-family properties in Harlem.

Mr. Figueroa has over 20 years of real estate investing and capital markets experience. Over his career he has been involved in executing over \$25 Billion dollars of mortgage securitizations and been directly responsible for purchasing \$6 Billion of residential mortgage loans.

Throughout his career as an analyst, investment banker, consultant, & investor he has valued residential real estate assets, priced and sized credit risk, conducted extensive due diligence of assets, negotiated legal agreements, and led the workout activities for a \$20B distressed mortgage portfolio.

Providing institutional style discipline around pricing, due diligence, and risk management is Mr. Figueroa's value-added proposition. Executing on this strategy has allowed him over the last 5 years to increase the Net Operating Income by 70% on his current \$10mm portfolio.

Mr. Figueroa attended Columbia Business School for his MBA and received a BBA in Finance from The University of Notre Dame.





Materials Exercise #2



- Level 4 Brand
- Logo
- One-Liner
- Pitch Deck
- One-Pager
- Data Room
- Master DDQ
- Educational Marketing Folder
- Top 10 FAQs
- CRM
- Recorded Audio/Video Speech
- Whiteboard Explainer Video
- Video Pitch or Pitch Supporting Video
- Shock & Awe Package
- Website

How many pitching assets out of 15 do you have?

_____/15

Which 3 do you need to create this year?

1) _____

2) _____

3) _____



Marketing Materials Components

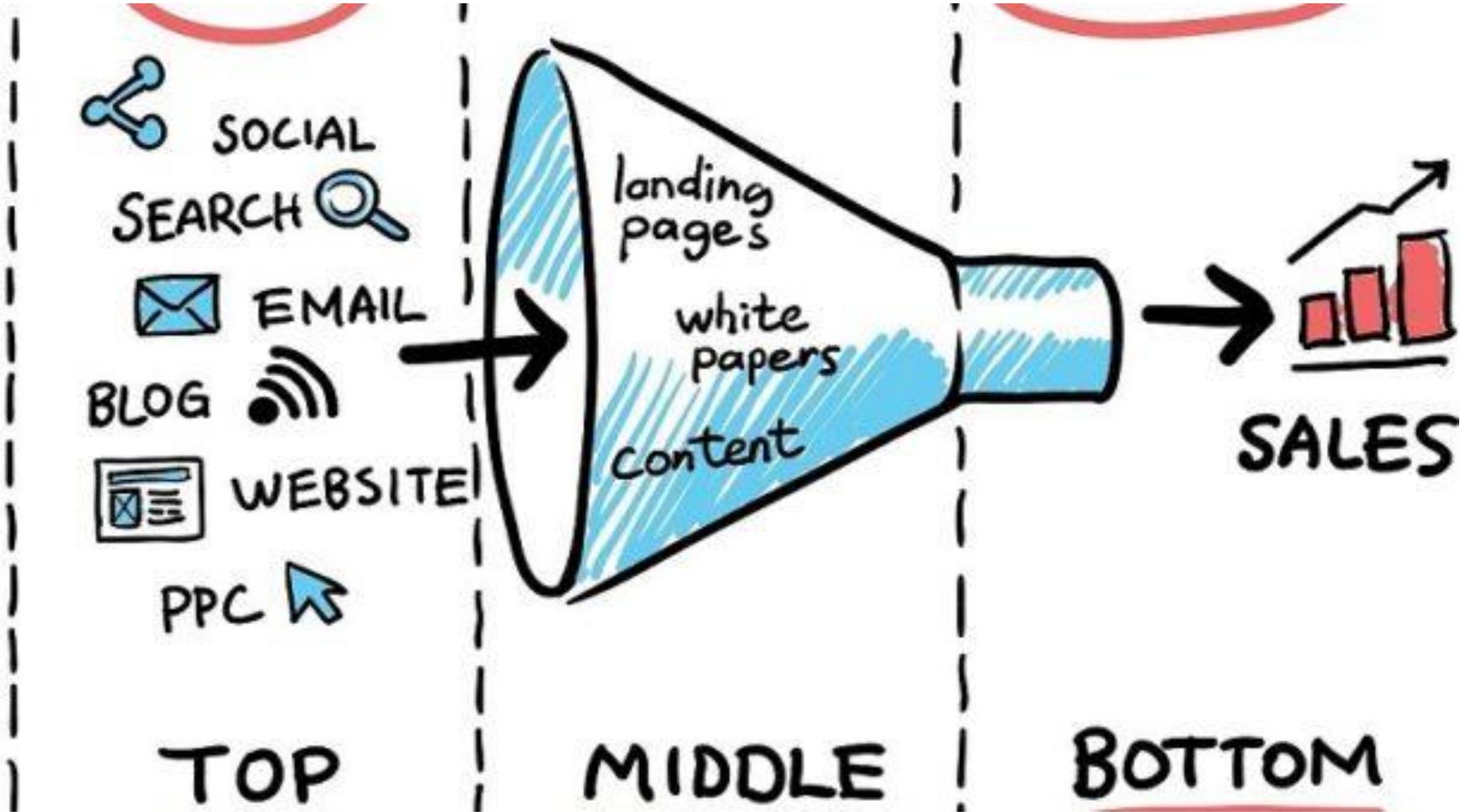
A review of each major marketing materials asset that you should consider developing to have a robust presence in your unique position, and to develop your scarce authority advantage.



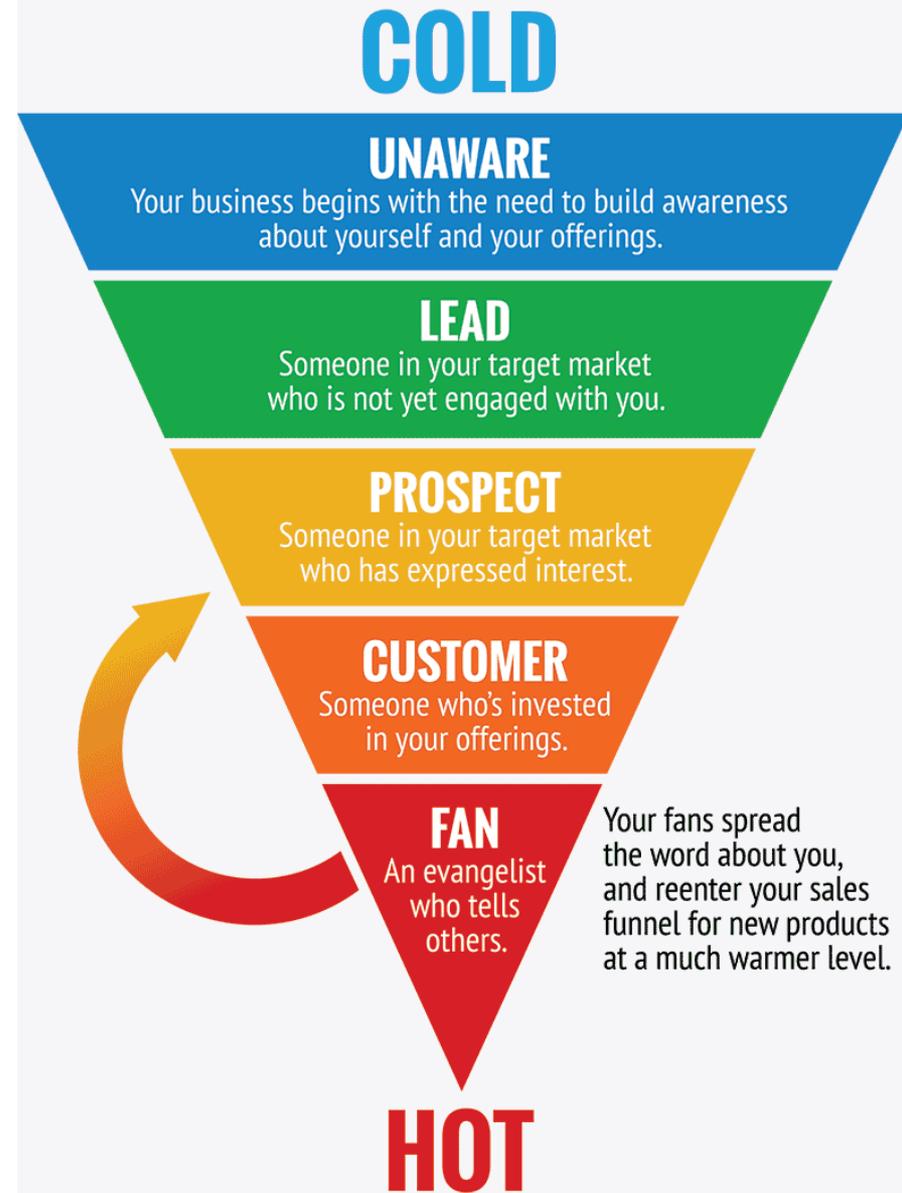
Capital Raising Trifecta



Funnel Example #1



Funnel Example #2



Benefits of Investor Funnel Creation



1. **Synergy:** It is always a lot of work to build a funnel, but planning beforehand can save you 100's of hours. You must have congruency between your focus and identified investor avatar and authority sandbox so that you will be motivated to learn everything possible.
2. **Expertise & Network Growth:** Over 5 years you can become more of an expert both in perception and reality than those with double your total experience in the industry, this leads to a massive network of relationships.
3. **Niche Saturation:** You can fill a small niche with content using a funnel so that you become a "household name" within your sandbox.
4. **Productive Relationships:** Even if the investor you are meeting with didn't come to you through the funnel you can use these IP assets to boost credibility and efficiently be a genuine resource to them.



Articles & Blog Posts

- Genuine value is more important than length
- Document your journey
- Specific distribution is more important than broad
- Best ideas given away
- Think through what are the top 10-30 publications and organizations who have 100's of investor prospects if not 1,000's you could access if you published there
- Use some imagery to drive home points, bullet points, multimedia, give more



Common Mistakes

- Not writing often enough
- Pressure to write a long essay
- Not collaborating or paying to play with others



Podcasts

- Use a podcast blast to niche podcasts (free with Pitch Package)
- Propose interesting engaging topics they have never covered
- Customize the pitch for greatest reception
- Always give short answers, 15-22 minutes is best for length
- \$100M+ families, charter members, deal flow, etc. + David story at SFO Summit – 24 investors from one listener
- Spotify
- Logitech H390 - \$19.99 headset



Common Mistakes

- Thinking you need to start one to get exposure
- Not preparing your points before hand
- Too long winded
- Not a commercial – it is providing expertise so you can show off your niche knowledge



1,500 Podcast, YouTube & Radio Hosts



A graphic for a podcast episode. The top left has a circular logo with "Target Market Insights". To the right, the title "HOW TO ATTRACT ULTRA-HIGH NET WORTH INVESTORS" is written in bold yellow letters. Below the title, it says "Special Guest: RICHARD C. WILSON Episode 104". On the right is a circular portrait of Richard C. Wilson. At the bottom, a white box contains the text "REAL ESTATE & MARKETING TIPS".



A graphic for a podcast episode. It features a large portrait of Richard Wilson on the left. To the right, the text "TOPIC SELLING TO WEALTH" is displayed. At the bottom, it says "RICHARD WILSON CEO, Family Office Club Association". In the bottom right corner, there is a logo for "SELL OR DIE REALTY". The background shows a city skyline.

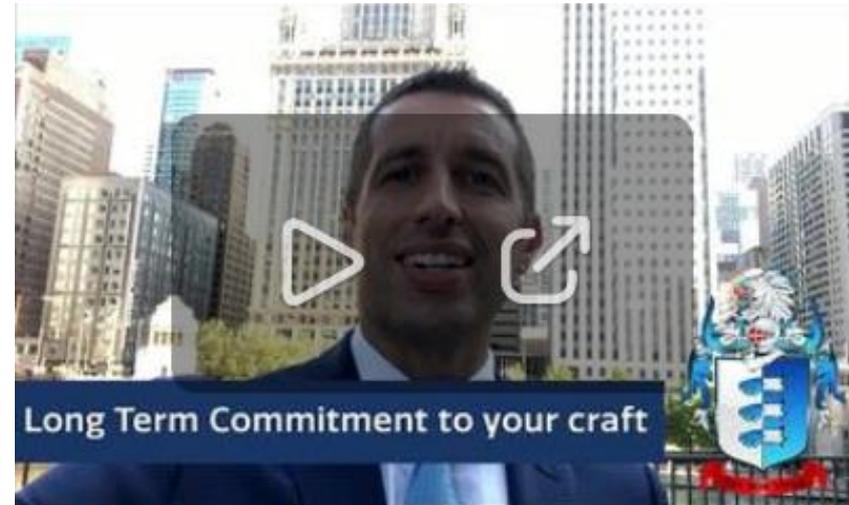


Move the Free Line



Videos

- Learned a lot over 1,800 videos produced
- Authentic, Engaging, & Energetic
- Not perfect is better than not created
- Genuine value intent
- Document the journey
- Sunrise is a great time to record
- 3-5 video goal when traveling – knock it out



Common Mistakes ▶

- Not using the content in multiple locations – 10 points of distribution
- Only recording 2-4 pieces a year instead of per month or quarter
- Not seeing the synergy of public talks, writing, social media, and video



Use Video & Webinars to Engage



Benchmark Surveys & Special Reports

- Moderate depth of commitment on both sides
- Few or no other resources on the niche topic
- #1 most thorough resource on the area
- Fresh insights, latest tools, actionable lessons learned
- Connections made through building the survey just as valuable as the answers



Common Mistakes

- Not making it visual
- Only collecting surveys through a form
- Thinking you aren't large enough to conduct the survey







Marketing Materials Exercise #3



- Articles & Blogs
- Educational Videos
- Educational Marketing Folder
- Special Report or Survey
- Recorded Speeches
- Podcasts
- Public Speaking
- Handbook
- Social Media Accounts
- Website

How many marketing assets out of 10 do you have?

_____/10

Which 3 do you need to create this year?

- 1) _____
- 2) _____
- 3) _____



Key Visuals

Why they are critical & what you must have in place to be effective.



Misc Imagery



- The .1% Rule
- Subconsciously does it feel like you have invested in your own offering?
- Does your materials do your value & expertise justice?
- Terms, Assets, Case Studies, Logos



How Your Industry Works

1

Does your industry confuse investors?

2

Do you offer something niche like life settlements or litigation funding that needs conceptual instruction vs. apartment building investing?

3

What about your process confuses your investors most often? ABC's of your space



Misc. Additional Imagery

- Logo
- Team Headshots
- Assets you own
- Timeline image or Track Record
- Tombstones of deals closed
- Visible = Tangible = Credible
- De-Risk & Boost Conviction



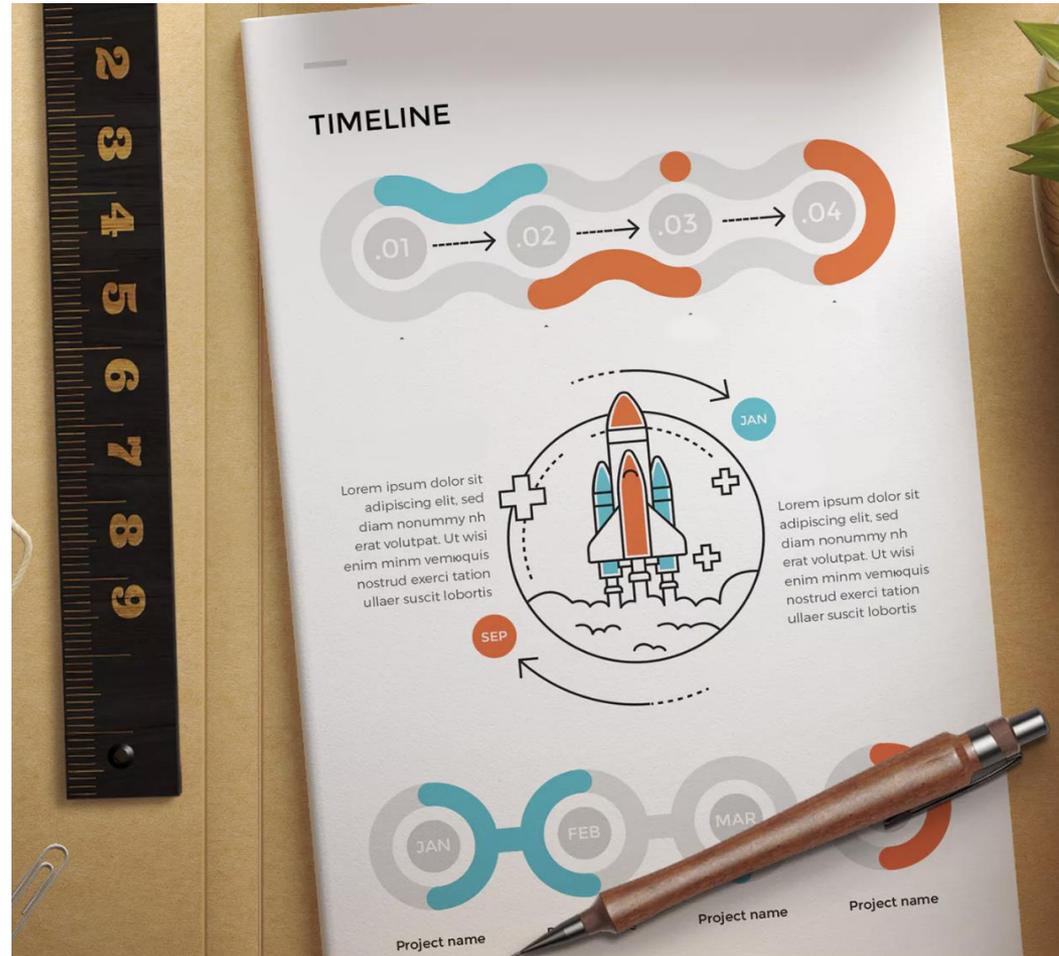
Your Unique Value Creation Process

What:

Investor, Competitive, Market Context

Questions to ask:

1. What is your distinct compelling advantage and how do you achieve it?
2. What are the most 1-2 compelling reasons to invest?
3. What is your three way relief for your investor avatar?



WHAT WE DO



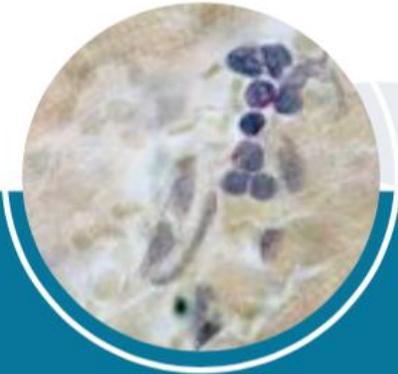
Universal Delivery Technology

TargaCell can provide delivery of all major types of stem cells used in heart repair



Safe & Efficient

We will provide a safe, efficient intravenous, stem cell delivery, without anesthesia or cardiac catheter



Delivery & Retention

We deliver and retain these stem cells in the heart to expedite repair of damage and restore function



JMG Capital Investments Timeline

2000

JMG was started in Walnut Creek, CA in early 2000 purchasing 11-70 unit apartments in Northern CA. We then expanded to Bakersfield and Fresno, CA building a sizeable portfolio that was managed by JMG.

2006 - 2012

The first properties we purchased were in Indianapolis due to its diverse demographics and workforce. These types of properties also fit into JMG philosophy of investing into C grade value add complexes in B grade neighborhoods. Since that time, JMG has purchased 3,072 units, all within Indiana.

2018 - 2019

Now the management team is complete with the addition to Jerry Goodreau (DIR Investor Relations) and Robert Milford (VP Acquisitions).

Currently building better 3rd party applications to help manage our investors and allowing investors to access their portfolio to view updated investments.

2004 - 2006

JMG sold all CA assets as the real estate market was reaching a plateau and the desire to move the operations to a more favorable, safer, and investment friendly market. After studying several regions' business climate, tax, and demographics for the company to relocate to, we landed in the Midwest, specifically Indiana.

2012 - 2017

JMG now has 15 properties with 2167 units across Indiana.

What we do

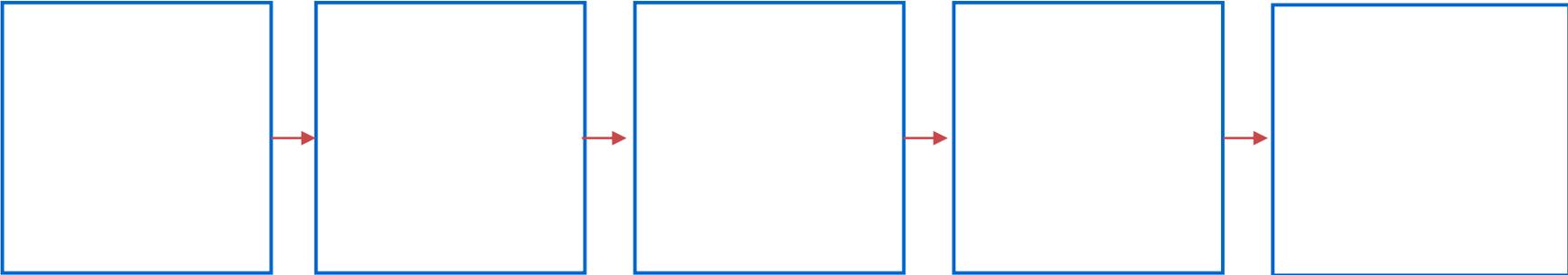
JMG Capital Investments purchases multifamily properties by placing our own capital along with our investors into every deal that we close. We currently own 15 properties and in 2019 we are adding 1200 more to our portfolio with several new investments closed already.



Materials Exercise #4



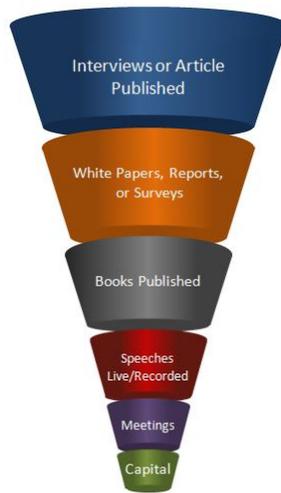
What is your unique value creation process?



7

Takeaways

1. Pitch Vs. Marketing Materials
2. Level 1 vs. Level 4 Materials
3. Essential Checklists & Creation Lists
4. No one will take your offering more seriously than you do yourself.
5. .1% Rule
6. High Conviction Actions
7. Leverage Outsourcing & Tools



25 Live Events & over 300 Investors on Stage in 2019





PitchDecks
BY FAMILY OFFICE CLUB

CALL OR SET AN APPOINTMENT
WITH OUR PITCH DECK DIRECTOR TODAY
Andres@FamilyOffices.com

Are Your Materials Hurting Your Capital Raise?

02 | ELEVATOR PITCH

We take your target investor focus, your position against competitors, and help craft a crystal clear one-liner on why investors should take your call or meeting.

04 | PITCH DECK

We follow our proven process to produce a 12 page pitch deck which helps de-risk the decision to invest with your story, your unique value-add process shown visually, tangible evidence of credibility, and an overview of your leadership team.

06 | ONE-PAGER

This condensed overview of your offering is critical and often missed, it helps give investors a 10,000 foot view of your offer.



01 | INVESTOR POSITIONING

Before engaging: complete a survey and we schedule an on-boarding phone call to review your priorities, timeline, investor targets, investor objections, and key points of differentiation.

03 | BRAND DEVELOPMENT

Our team takes your target investor set and positioning into consideration to drive home what matters most with your logo and branding.

05 | WEBSITE

Using raw materials created while crafting your pitch deck we will create your SEO optimized website and social media channels.

07 | INVESTOR CONNECTIONS

We help you connect with more investors through our platform of 24 live events per year, quarterly review & analysis of your capital raising progress, capital raising certification program, capital raising book, and investor directories.

YOUR INVESTOR RELATIONS MARKETING AGENCY

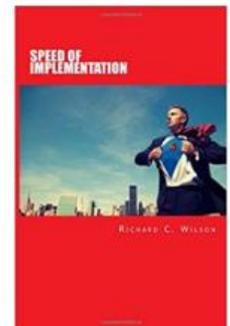
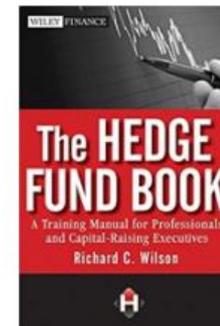
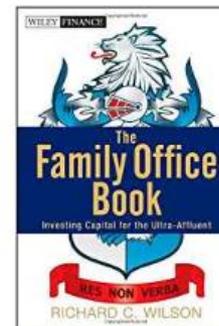
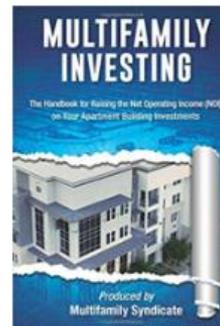
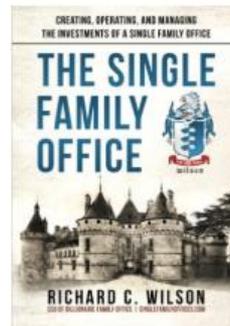
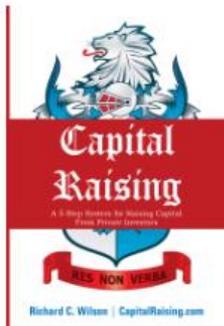
Our team has produced over 200 assets with a laser focus on those who are raising capital. Get a more simple production of every investor relations marketing material piece you need, in less time, at a lower cost. While other graphic designers could piece together parts of the puzzle and do their best to follow your instructions, most have no experience raising capital or working with investors on daily basis. Our team is fully equipped to provide insights on how to de-risk your investment proposition, advise you on the right use of words to attract investors, and ensure you don't sound like everyone else in the investment marketplace.



Pitch Decks

BY FAMILY OFFICE CLUB

www.PitchDecks.com/Packages



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